

**THE EFFECT OF QUALITY PERCEPTIONS AND COMPANY IMAGE ON PURCHASE INTENTION**

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**Abstract** - Today's consumers are increasingly selective in choosing the products and companies they support. This research aims to investigate the influence of perceived product quality and company image on consumer purchasing intentions. Therefore, understanding how perceived product quality and company image affect their purchase intention is very important for companies in their efforts to increase their sales and profits. This research uses quantitative methods. Research data was collected through questionnaires from respondents who purchased products from PT Heinz ABC Indonesia who live in the city of Surabaya. The sample for this research consisted of 100 respondents. The collected data was then analyzed using multiple linear regression techniques. The results of this research indicate that perceived product quality has a positive and significant influence on consumer purchase intentions. The higher the perceived quality of the product, the greater the consumer's purchase intention towards the product. Apart from that, company image also has a positive and significant influence on consumer purchasing intentions. Consumers tend to be more inclined to buy products from companies that have a good image.

**Keywords:** perceived quality, company image, purchase intention.

## **INTRODUCTION**

Currently, many companies are releasing various products that are the same as products issued by other companies, resulting in increasingly tight business competition in the Indonesian market and making consumers confused when making decisions. This competition is the extent to which companies try to win business from their competitors (Karuna, 2007). Realizing a competitive advantage from other companies, innovation is the answer that makes it possible to make it happen (Reguia, 2014). Consumer decision making and judgment depend on consumer tastes so that consumer tastes play an important role in judgment and decision making (Hoyer & Stokburger-Sauer, 2012). One company that innovates and follows consumer tastes is PT Heinz ABC Indonesia.

PT Heinz ABC Indonesia is a company founded in 1999 which is affiliated with The Kraft Heinz Company. Since 1975 this brand has been selling various products, ranging from sauces, drinks, to canned food. In 2015 H. J. Heinz Company and Kraft Group entered into a merger agreement resulting in The Kraft Heinz Company. The corporate head office of PT Heinz ABC Indonesia is located in DKI Jakarta, with factories and distribution centers located in DKI Jakarta, Karawang, Surabaya and Pasuruan. PT Heinz ABC Indonesia which has a vision to proudly provide delicious food for every Indonesian family.

PT Heinz ABC Indonesia has carried out various ways to increase the purchase intention of its products. Purchase intention is said to be the possibility that consumers will buy a product (Sam & Tahir, 2019). A conscious plan for someone to try to buy a brand is also a purchase intention (Spears & Singh, 2004). Purchase intention refers to the level of customer perceptual confidence to buy a particular product (Balakrishnan et al., 2014). Purchase intention can be classified as one component of consumer cognitive behavior regarding how someone intends to buy a particular brand or product. High purchase intention can be seen from the number of consumers' desire to buy a product (Dodds et al., 1991). Purchase intention is usually related to consumer behavior, perceptions, and attitudes (Mirabi et al., 2015). Purchase intention can change under the influence of price or perceived quality and value (Mirabi et al., 2015). According to Chang and Wildt (1994), purchase intentions are formed based on pending transaction assumptions and are often considered an important indicator of actual purchases. According to Sa'ait et al. (2016) when consumers have a positive attitude or expression towards a product brand, purchase intention will occur, because they are influenced by their positive attitude towards the product. A better understanding of consumer purchasing intentions can greatly help companies to improve their understanding of market demand and consequently influence the overall consumer purchasing process (Padma et al., 2018; Barbaritano & Savelli, 2021). User preferences are critical to assessing the success of a market offering based on market response (Issalillah et al., 2021; Khayru et al., 2021; Gardi, 2022). Market preferences are determined by this and will expand the reach of a wider market (Putra et al., 2021). An increase in purchase intention means an increase in the possibility of purchase (Mahmoud, 2018). According to Avotra et al. (2021), consumer purchase intentions are influenced by the contribution of local communities and corporate

social contributions. Positive purchase intentions encourage consumers to take actual purchasing actions or negative purchase intentions restrain consumers from buying them (Mahmoud, 2018).

One of the reasons for generating purchase intentions is perceived quality. According to Vazifehdoost and Negahdari (2018), perceived quality is different from actual quality, because a product's bad image in the past will influence consumer assessments of product quality in the future and consumers rarely have enough information to evaluate a product objectively. Perceived quality is said to be a user's opinion of a product (Taba et al., 2014). Quality can be viewed from the services provided to users (Fared et al., 2021; Hariani et al., 2021; Essardi et al., 2022). The results obtained are user ratings of the company (Ali et al., 2022; Darmawan et al., 2022). Likewise with product quality that is directly felt by users when consuming it. This quality can determine the level of user satisfaction (Djaelani, 2021; Munir & Arifin, 2023). Having quality will ensure that users repeat purchases or not (Jahroni & Putra, 2022; Irfan & Hariani, 2022; Djazilan, 2023). Perceived quality can provide value to consumers by giving consumers a reason to buy a product and by differentiating a brand from competing brands (Asshidin et al., 2016). Perceived quality is an important factor influencing consumer purchase intentions (Li et al., 2016). Perceived quality is said to be a consumer's feelings about a product (Khan et al., 2017). At this time, consumers are very demanding on quality and they are ready to pay more for better products (Merabet, 2020). The consumer's decision is based on product quality according to the process of receiving and incorporating information about the product (Merabet, 2020). If the perceived quality is high, the customer's emotional value for the product will also be high (Naing & Chaipoopirutana, 2014). Perceived quality helps brands to gain a distinct position in the market (Khan et al., 2017). When consumers purchase a product, they will evaluate it based on its perceived quality, which includes tangible product attributes such as price and warranty as well as intangible services such as image and convenience (Wu & Jang, 2014). The prices of all products produced by PT Heinz ABC Indonesia can be purchased relatively easily by consumers, so this raises the intention to purchase for potential consumers of PT Heinz ABC Indonesia products. From the research of Chi et al. (2009) found that perceived quality has a significant effect on purchase intention.

Not only perceived quality, corporate image can also generate purchase intentions. Corporate image is specifically considered as a mental image of a company (Ahmad et al., 2014; Upanmanyu, 2015). Corporate image is the main driver explaining purchase intention (Rathod, 2014; Darmawan, 2019). Company image provides customers with knowledge regarding the level of quality offered by the company, and reduces doubts in making purchasing decisions (Bataineh, 2015). Corporate image represents the unique and individual personality of a company that differentiates it from its competitors (Kim et al., 2014). Factors that affect corporate image vary, for example products, transactions, and promotions (Kuo & Tang, 2013). A company that has a positive image from the community will be profitable for the company in the long term, because with the company's image the community can put their trust in them for their needs (Darmawan et al., 2019). PT Heinz ABC Indonesia has a vision to proudly provide delicious food for every Indonesian family. This vision has become a reason to put trust in the products released by PT Heinz ABC Indonesia and can become a competitive advantage over other companies' competition. From the research of Huang et al. (2008) found that corporate image has a positive effect on purchase intention.

Companies really need information on consumer purchasing behavior because this is important for companies to win competition with other companies. Based on this, the factors that influence purchase intention are very important for the company. The aim of this research is to find out whether perceived quality has a significant effect on purchase intention and to find out whether company image has a significant effect on purchase intention.

## RESEARCH METHODS

This research uses a quantitative approach, which refers to a research method that bases analysis on data in the form of numbers or numerical values. According to Creswell (1994), quantitative methods are a research approach that explains a situation or phenomenon by collecting data in the form of numbers or variables that can be processed and analyzed using statistical methods.

In this study, data was collected through a survey using a questionnaire as an information gathering tool. This questionnaire was distributed to respondents who are product buyers from PT Heinz ABC Indonesia domiciled in the city of Surabaya. Respondents taken as a sample amounted to 100 people. The analytical tool used in this study is multiple linear regression. This analysis was carried out using the SPSS version 2.6 statistical application, which makes it possible to carry out various statistical tests such as validity tests, reliability tests, classical assumption tests, t tests, F tests, and calculating the coefficient of determination. In measuring the main variables, several indicators are used.

According to Zeithaml (1998), perceived quality means the consumer's assessment of the superiority of the product as a whole. According to Asshidin et al. (2016), perceived quality means consumer evaluation of the superiority of a brand's completeness based on intrinsic (performance and durability) and extrinsic (brand name) indicators. According to Merabet (2020), perceived quality means all visible, sensitive, and sensory product dimensions. Perceived quality is one of the consumer evaluations of certain products (Pan & Chen, 2019). Perceived quality is measured by six

indicators, namely performance, durability, attention, feasibility, reliability and product safety, as explained by Marakanon and Panjakajornsa (2017).

According to Andreassen and Lindestad (1998), corporate image means the overall assessment of the company. According to Souiden et al. (2006) corporate image means the mental image that is in the minds of customers towards the company. Meanwhile, company image is measured using three indicators, namely overall opinion about the company, opinion about the company's contribution to society, and liking for the company, in accordance with the approach of Andreassen and Lindestad (1998).

According to Bebber et al. (2017), purchase intention means the inclination shown by the customer to obtain the product and the possibility of this being purchased effectively. According to Esmailpour and Mohseni (2019), purchase intention means a predetermined program for definitive purchase or acceptance in the future. Meanwhile, according to Madahi and Indah (2012), purchase intention means that a consumer prefers to buy a product or service because he finds that he needs a particular product, or even attitudes towards the product and product perception. According to Hosein (2012). Purchase intention is measured using three indicators, namely perceived value, function of product evaluation, and price factors, as emphasized by Hui and Zhou (2002).

Respondents' responses to each item in the questionnaire were given on a Likert scale with eight options ranging from "strongly disagree" to "strongly agree". The results of the questionnaire filled out by consumers will then be analyzed and interpreted using various statistical tests to ensure its reliability and validity.

## RESULTS AND DISCUSSIONS

Of the 100 respondents collected, four respondents were declared disqualified because they did not complete their answers or were proven not to show seriousness in answering so that the total number of respondents was 96 people. According to gender, the majority of respondents were women, the remaining 67% were men. Then, the majority of respondents were aged 30 years and over, 56%. In terms of educational background, data shows that 61% are private employees. However, the majority of respondents' income was above 3 million rupiah, 49%.

Instrument testing is carried out to test research instruments used to examine research objects. In this instrument test there is a validity test and a reliability test to find out whether the instrument used is valid and reliable for a study. Based on the validity test that has been carried out, the variables of quality perception, corporate image, and purchase intention are declared valid with a sig 0.00 which is smaller than 0.05. The reliability test results from the instrument test were obtained from the Cronbach alpha value. The Cronbach alpha value obtained from the reliability test in the variable perceived quality, corporate image, and purchase intention is stated to be reliable because the value of  $\alpha$  is greater than 0.7 which means reliable. with the validity and reliability tests that have been carried out to test this research instrument, it can be stated that each statement item or information from the questionnaire used in the study is stated to be valid and reliable for use in research.

The results of the multicollinearity test show that the VIF results of the perception variable and company image variable are less than 10, which means that there are no symptoms of multicollinearity.

Table 1  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	30.024	3.474		8.643 .000
	X.1	6.105	.681	.584	8.970 .000
	X.2	4.131	.710	.378	5.815 .000

Source: SPSS Output

According to the results of data processing, researchers with the help of SPSS obtained results on the variable quality perception and company image, which found that the calculated t value was greater than the t table. Both significant values are also smaller than 0.05 at 0.000 and 0.000. The dependent variable is purchase intention to obtain results with a sig value greater than 0.05. So it can be concluded that there is a partial influence between the variables of this research.

Table 2  
ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14680.387	2	7340.193	141.235	.000 <sup>b</sup>
	Residual	4833.353	93	51.972		
	Total	19513.740	95			

Source: SPSS Output

Based on the results of the F test, the results obtained are that perceived quality and company image simultaneously have an impact on the dependent variable of purchase intention with a significance value from the Anova table of 0.000 which is less than 0.05 and the calculated F result from the F test is 141.235 which means  $F_{calculated} > F_{table}$  so that the perception of quality and purchase intention simultaneously influence purchase interest.

Table 3

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.867 <sup>a</sup>	.752	.747	7.209

Source: SPSS Output

Based on the results of the determinant coefficient test with an R Square value of 0.752 or 75.2%, the results obtained simultaneously are that all independent variables have an effect on the dependent variable and the remaining R Square results are influenced by other variables.

Based on the data processing of the research, it can be stated that there is a significant influence between the perceived quality variable on purchase intention. The results obtained in this study provide justification for the research by Chi et al. (2009). Before making a decision to buy a product, consumers evaluate it based on perceived quality. This is because consumers tend to consider the benefits that can be obtained from the product and pay attention to its physical characteristics, including performance, durability, packaging, and the features of the product itself, as suggested by Mardikaningsih (2019). In addition to consideration of physical characteristics, consumers also tend to consider information obtained from the experience of purchasing these products by other consumers. Thus, reviews or testimonials from other consumers have a significant influence on purchasing decisions, as mentioned by Mardikaningsih (2019). It is important to remember that the perception of quality will be further strengthened if consumers have confidence in the product. This trust is often formed from positive experiences in previous purchases, according to the findings of Retnowati et al. (2021), Halizah et al. (2022), Issalillah et al. (2022), and Kurniawan et al. (2023). However, keep in mind that this trust can decrease if consumers experience disappointment or experience a decrease in product performance, as suggested by Retnowati & Mardikaningsih (2021) and Munir & Darmawan (2022). Thus, it can be concluded that consumer purchasing decisions are strongly influenced by the perception of product quality and the level of trust they have in the product. Therefore, manufacturers and sellers must ensure that their products meet the quality standards desired by consumers and continue to maintain consumer trust by providing consistent and satisfying product performance.

Based on the results of the second data processing, it indicates that there is a significant influence on the company's brand image variable on purchase intention. These results support research from Huang et al. (2008). According to Chattananon et al. (2007), corporate image is the result of how stakeholders view the organization, both through intentional and unintentional actions by various sources that can or cannot be controlled by the company. Corporate image is not just a visual representation, but encompasses the overall perception of an organization's identity and practices. A positive corporate image has a central role in the modern business world. According to Avotra et al. (2021), corporate image is a valuable asset that can provide a strategic advantage to companies. In such a competitive market, a positive corporate image can be a key differentiator that enables a company to achieve a competitive advantage. In addition, a positive corporate image also has a significant impact on consumer behavior. According to Cha and Jo (2019), a good corporate image can increase consumer knowledge and trust in the company's brand, which in turn can trigger profitable consumer behavior, such as purchasing the company's products or services. Corporate image does not just appear; it must be carefully constructed and developed through various communication strategies and customer experiences. As stated by Srivastava and Sharma (2013), corporate image is formed in the minds of consumers through interactions with brands and through communications received from companies. Therefore, the company's efforts to build a strong image is very important. In addition, consumers tend to prefer products or services from companies with a positive corporate image, because this can reduce the risks they feel in conducting business transactions with these companies, as revealed by Bataineh (2015). In the constantly changing modern business context, understanding and managing corporate image has become a key factor in maintaining competitiveness and winning the hearts of consumers. Therefore, it is important for companies to invest in building and maintaining a positive corporate image.

## CONCLUSIONS

This study reveals that perceived quality and corporate image play a key role in influencing consumer purchase intentions for products from PT Heinz ABC Indonesia. This shows that efforts to strengthen these factors can have a positive impact on consumer preference and trust in this brand. In addition to perceived quality, the benefits that consumers derive from the product are also important aspects that need to be considered by PT Heinz ABC Indonesia. Ensuring product durability and packaging quality are crucial factors in meeting consumer expectations for their products. This can create consumer trust and satisfaction which in turn can bring long-term benefits to the company. It is important for PT Heinz ABC Indonesia to actively inform consumers about the quality of its products, competitive prices, and the

unique advantages it offers compared to other companies. This can be done through various communication channels, including advertising, promotions and online platforms. Product diversification is also a potentially effective strategy in expanding market share. PT Heinz ABC Indonesia should continue to innovate to create product variations that suit the needs and tastes of consumers. This can increase purchasing power and broaden the range of potential consumers. Apart from focusing on product aspects, PT Heinz ABC Indonesia also needs to consider the company's overall image. Improving your reputation and positive image can provide a significant competitive advantage. Through commitment to society and the environment, companies can build strong relationships with consumers and maintain their loyalty. Using social media as a tool to share documentation of PT Heinz ABC Indonesia's contributions to the public is a positive step. This allows potential consumers to get direct information about the positive efforts that have been made by the company. Thus, transparency and open communication can help build consumer trust and loyalty. Overall, incorporating these elements into PT Heinz ABC Indonesia's marketing and operational strategy can provide long-term benefits in strengthening the company's position in the market and maintaining consumer confidence.

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